



## ROI Certification Workshop

June 28-July 2, 2010

Hosted by: SHRM

1800 Duke Street

Alexandria, VA 22314-3499

### Prove Your Contribution to Financial Results

Fully master all the skills you need to implement a comprehensive ROI initiative in your organization in our five-day Certification Workshop. You will gain the skills to become certified in the ROI Methodology™, and you will learn how to sustain the measurement and evaluation process on a continued basis. You will also receive support once the workshop has ended as you conduct an impact study in your own organization. Once you have demonstrated competency in applying the ROI Methodology, you will earn the prestigious **Certified ROI Professional** designation. **No other workshop gives you access to the same level of expertise as ROI Certification.**

### Who Should Attend

Anyone who needs the skills to measure the impact of learning and performance improvement programs. Individuals who need to demonstrate the ROI and business impact of other initiatives such as human resources, quality, process improvement, organizational change, and technology implementation will also benefit.

### Certification Benefits

- Demonstrate ability in conducting an impact study
- Certificate of Accomplishment (upon successful completion of your own impact study)
- Permission to conduct one-day workshops on the ROI Methodology in your own organization
- Sought-after skills that will make you more credible and valuable to your organization's executives

### Member Benefits

As an additional benefit, you will become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you will be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You will also have access to the Members Only area of our Web site.

### What You Will Learn

#### ***During the workshop, you will:***

- Apply the ROI Methodology to a program in your own organization
- Get detailed, first-hand experience with every step
- Learn how to calculate ROI
- Learn how to measure the contribution of training and performance improvement programs
- Learn how to enhance program results and improve ROI
- Discover how to translate both tangible and intangible benefits into monetary values

#### ***Gain the skills to be fully certified, including:***

- Determine data collection timing and methods
- Choose appropriate strategies for isolating the effects of programs
- Calculate or estimate the value of an improvement
- Apply simple statistical tools to data analysis
- Analyze data and calculate the actual financial ROI

### Facilitation

Facilitated by **Jack Phillips, Ph.D.** and **Patti Phillips, Ph.D.**, the ROI Methodology five-day Certification Workshop provides a practical measurement experience. Both facilitators have authored several publications on the subject of accountability and ROI and are world-renowned experts in the field of measurement and evaluation.

### Certification Workshop Dates and Sites

We offer Certification Workshops to the public throughout the year at sites worldwide. We also provide internal Certification Workshops customized to your business or organization. Please visit our Web site at [www.roiinstitute.net](http://www.roiinstitute.net) to learn more and see the upcoming dates for public workshops in the United States and around the world.

***For more information, or to register for this Certification, please visit the ROI Institute on the web at [www.roiinstitute.net](http://www.roiinstitute.net) or call 205-678-8101.***

This program will generate four Continuing Education Units.